

COMMONWEALTH OF MASSACHUSETTS
Executive Office of Housing and Economic Development

OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT

Massachusetts Cultural Council

FISCAL 2016 ANNUAL PLAN

INTRODUCTION

The Massachusetts Cultural Council (MCC) Fiscal 2016 Annual Plan complies with the requirements of the Office of Performance Management Oversight created by Chapter 240 of the Acts of 2010 – An Act Relative to Economic Development Reorganization. It includes goals set for the year and the performance measurements by which to evaluate goals, programs, and initiatives.

AGENCY OVERVIEW

OUR MISSION

The Massachusetts Cultural Council (MCC) is a state agency that promotes excellence, access, education, and diversity in the arts, humanities, and interpretive sciences to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities. The Council pursues this mission through a combination of grant programs, partnerships, and services for nonprofit cultural organizations, schools, communities, and artists.

OUR VISION

The Massachusetts Cultural Council is committed to building a central place for the arts, sciences, and humanities in the everyday lives of communities across the Commonwealth. The arts, sciences, and humanities have the power to build healthier, more livable, more vital communities. They enrich, exalt, and provoke. They are an essential part of a strong educational system. They contribute enormously to our economy. They build bridges across cultures. They can be used to address - or better yet, prevent - some of our most stubborn social problems. They help us interpret our past and shape our future. They help us understand what it means to be human.

OUR IMPACT

There are few places in America as rich in arts and culture as Massachusetts. From Boston to the Berkshires, from Cape Ann to Cape Cod, our state boasts an array of exceptional cultural organizations, beautiful and distinctive communities, and thousands of talented artists and educators. The MCC nurtures the creative life of Massachusetts. We help organizations grow and change. We help schools enrich students' lives by weaving quality arts, humanities, and science programs into their curricula. We foster dialogue among cultural leaders on issues of shared importance, and make connections between artists and businesses. And we advocate on behalf of the cultural community--ensuring that arts, humanities, and sciences have a voice in discussions about the future of the Commonwealth and its communities.

FISCAL YEAR 2016 ANNUAL PLAN

GOALS	STRATEGY	MEASUREMENTS
Expand Access to Arts & Culture: Train 10 more organizations to expand access to programs/facilities through UP Program.	Add dedicated staff for UP program. Secure funds for organizations to implement larger initiatives. Build visibility of program both in the cultural field, but also with public so they take advantage of the inclusive offerings of UP Organizations	Number of UP Organizations that take part in the Innovation and Learning Network (ILN) % increase in participants in: internal trainings, engaging persons with disabilities to inform decisions, and perception of shared vision of inclusion in organization.
Grow the creative economy: Identify and designate 7 additional cultural districts throughout the Commonwealth.	Provide technical assistance and support to existing cultural districts while reviewing and preparing the 45 communities in the pipeline beyond what current .8 FTEs can provide. Secure resources to provide funding/marketing to cultural districts.	Number of cultural districts that maintain designation after 5 year period. Number of new designations each year. Number Senate Districts with Cultural Districts – geographical diversity.
Inspire creative minds: Get more arts, humanities, and sciences to more kids by serving 150,000 young people in FY16.	Expand in-depth services offered to at-risk youth through YouthReach and SerHacer. Increase resources, especially for in-school residencies, to meet high demand from schools/teachers. Secure additional to expand services to kids through CYD Grant Programs.	Number of cultural districts that maintain designation after 5 year period. Number of new designations each year. Number Senate Districts with Cultural Districts – geographical diversity.
Build creative communities: Respond to demand from citizens for local, community based arts activities. Increase percent of demand met from 48% to 55%.	Provide additional technical assistance to LCCs Make administrative improvements so grantees can focus on programming – online applications. Secure additional funding for program, and support LCCs in their efforts to raise funds locally.	Number of applications. Number and total dollars amount of grants made. Maintain geographic diversity – all 351 cities and towns currently participate in this program.

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